

ABSTRACT OF THE DISCLOSURE

5 A self-wound decorative dry paint transfer laminate
includes a layer of dry paint, a pressure-sensitive adhesive
layer on one side of the dry paint layer, and a release liner
in releasable contact with the dry paint layer on a side
opposite from the pressure-sensitive adhesive. The release
liner has a matte release coat layer that contacts the dry
10 paint layer. The matte release coat releasably adheres to the
dry paint layer to provide a protective function but also to
transfer a decorative matte finish to the dry paint layer when
the release liner is removed from the dry paint layer. The
opposite side of the release liner has an adhesive release
15 coat that contacts the pressure-sensitive adhesive when the
laminate is in a self-wound form. The release liner
preferentially releases from the pressure-sensitive adhesive
when the laminate is unwound while maintaining adhesion to the
matte release coat, and then after unwinding and application
20 to a substrate surface, the release liner releases from the
dry paint layer.

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